

BAB VII

KESIMPULAN DAN SARAN

Kesimpulan yang diperoleh dari hasil penelitian ini adalah sebagai berikut :

- a. Pembelajaran teknologi berpengaruh positif dan signifikan terhadap kesiapan teknologi, semakin tinggi pembelajaran teknologi maka semakin baik kesiapan teknologi, begitu sebaliknya.
- b. Kemampuan e-commerce berpengaruh positif dan signifikan terhadap kesiapan teknologi, semakin tinggi kemampuan e-commerce maka semakin baik kesiapan teknologi, begitu sebaliknya.
- c. Kesiapan teknologi berpengaruh positif dan signifikan terhadap kemampuan bersaing digital, semakin baik kesiapan teknologi maka semakin tinggi kemampuan bersaing digital, begitu sebaliknya.
- d. Kemampuan bersaing digital berpengaruh positif dan signifikan terhadap intensi adopsi e-commerce, semakin tinggi kemampuan bersaing digital maka semakin tinggi intensi adopsi e-commerce, begitu sebaliknya.
- e. Kesiapan teknologi berpengaruh positif dan signifikan terhadap intensi adopsi e-commerce, semakin baik kesiapan teknologi maka semakin tinggi intensi adopsi e-commerce, begitu sebaliknya.
- f. Kapabilitas bersaing digital dapat memediasi pengaruh kesiapan teknologi terhadap intensi adopsi e-commerce. Semakin baik kesiapan teknologi maka

kapabilitas bersaing digital akan semakin tinggi yang selanjutnya akan meningkatkan intensi adopsi e-commerce.

5.1 Saran

Saran yang dapat disampaikan dari hasil penelitian ini adalah sebagai berikut :

1. Bagi UMKM, penelitian ini memberikan konfirmasi bahwa peningkatan kapabilitas bersaing digital adalah penting dalam rangka meningkatkan adopsi e-commerce, sehingga diperlukan aksi untuk meningkatkan kapabilitas tersebut.
2. Bagi Penelitian selanjutnya

Penelitian selanjutnya diharapkan dapat menambah variabel bebas di luar variabel yang telah diteliti dalam penelitian ini atau dengan menggunakan model penelitian yang berbeda serta populasi yang lebih luas.

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